

**Building Capacity
of Serbian Agricultural
Education
to Link with Society**

Coordinator:
University of Belgrade
Faculty of Agriculture



Tempus

**Izgradnja kapaciteta
srpskog obrazovanja
u oblasti poljoprivrede
radi povezivanja sa društvom**

Koordinator:
Univerzitet u Beogradu
Poljoprivredni fakultet

COURSE REGISTRATION FORM

Teacher	Diona Đurđević
University	EDUCONS University
Course	Branding of organic products
Target	Agricultural Middle Schools/ Agricultural Extension Service
Type	classic
Duration	1 day – 8 hours

Description	<p>Active work at the national level, on adoption of the National Action Plan for Organic Production of the Republic of Serbia 2015-2020 year, indicate a serious intention to develop and strengthen the sector of organic production and market of organic products in the Republic of Serbia, as well as the competitiveness of domestic organic products in foreign markets. As the statistics indicate a trend of increasing of areas under organic production, it is necessary to work on branding of organic products in order to achieve competitiveness in the market.</p> <p>The main purpose of this course is to point out to participants the importance of branding of organic products, and to provide practical knowledge about strategies of branding and brand management, in order to successful positioning of organic products in the domestic market and differentiation in foreign markets.</p>
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Contents	<ol style="list-style-type: none"> 1. The importance of the brand in organic production 2. Brand building 3. The choice of brand name 4. Creating a strategy of branding of organic products 5. Brand Management 6. Strategies of positioning and differentiation of organic products 7. Brand communication 8. Brand management over time
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Objectives	<ol style="list-style-type: none"> 1. Identification of the importance of branding of organic products 2. Getting knowledge about ways to build brand 3. Identifying the criteria for the selection of brand names 4. Defining the strategies of branding of organic products 5. Getting knowledge about brand management 6. Identifying strategies of positioning and differentiation of organic products 7. Recognizing the principles of communication and brand management over time, aimed at achieving long-term market success
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Activities	At the beginning of the course, participants will do a short test, which results
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should indicate the level of knowledge of participants about branding of organic products.

The lecturer introduces participants to the concept and importance of branding of organic products. The participants through group discussion analyze, together with the lecturer, the importance of branding in today's market.

In the next two teaching units, lecturer introduces participants to the ways of brand building and strategies of building of brand value, after that participants will be divided into groups. Each group gets materials, different examples of market-renowned brands, and should identify the criteria for selection of brand names, after which each group presents its conclusions, the lecturer analyses conclusions, and points to the common conclusions.

After this exercise, the participants will be introduced with strategies of branding, and then together will discuss on the topic of Implementation of strategies of branding in organic production. The discussion should lead the participants, with the help of lecturer, to the common conclusions about successful strategies of branding of organic products.

In the next part of the course, participants will be introduced with the theoretical basis of brand management. Lecturer mentions successful examples from practice.

Participants will be divided into new groups and get materials, different case studies related to the strategies of positioning and differentiation of organic products. The task of each group will be to analyze and identify implemented strategies in the given case study. Each group will present their conclusions.

The following is the group discussion on the topic of Brand communication and brand management over time, which lecturer starts by analyzing examples from practice and participants should recognize the principles of communication and brand management over time.

After group discussion, at the end of the course, the common conclusions about strategies of branding in the sector of organic production that could lead to the achievement of long-term market success will be pointed out.

The evaluation of the course.

Materials

Projector, laptop, whiteboard and markers for the board, papers for additional material for the course participants.